

Clark Park Reopens

On June 16, Philadelphia Parks & Recreation, the Friends of Clark Park and University City District celebrated the reopening of Clark Park. Nearly a half-million dollars in upgrades were made possible thanks to funding from the Pennsylvania Department of Conservation and Natural Resources, which was matched by funds from the City of Philadelphia. Improvements include stormwater management, new lighting and walkways, and a new central plaza with movable seating and tables, generously donated by Studio | Brian Hanes.



Business Blooms on Baltimore Avenue

Exciting new businesses continue to open along Baltimore Avenue in University City. Here's a rundown of what recently opened or is scheduled to open soon. Visit them today.



NEW BUSINESSES ALONG BALTIMORE

Mood Café, 4618 Baltimore Avenue

From the folks at Desi Village, this bright café specializes in freshly squeezed juices, lassis, smoothies, and chaats.

Talking Headz, 4714 Baltimore Avenue

A rocking new salon in Benny's former barber shop.

Cedar Park Café, 4914 Baltimore Avenue

Traditional diner, open for breakfast and lunch with a great view of Cedar Park.

Aksum, 4630 Baltimore Avenue

A modern Mediterranean restaurant featuring snacks, hearty meals, and hookah catering in a beautifully restored storefront.

Salon Bella Victoria, 4612 Baltimore Avenue

The latest salon to open on Baltimore Avenue.

Roost, 4529 Springfield Avenue

Rôtisserie and fried chicken for take-out or delivery. Home-style goodness!



University City District Celebrates of Local Food

The West Philadelphia homebrewing Competition. The farm-to-table trolley tour featuring JG Domestic. Worm composting. Mead and soda fermentation. These special events and many more are being organized throughout the summer thanks to UCD's new "Sustainable Saturdays: The West Philadelphia Local Food Series." The events include special tours, urban farming activities, how-to workshops, unique beer and food events, and many more opportunities to celebrate local and sustainable food practices in West Philadelphia. The final two Sustainable Saturdays will be held on the third Saturdays of August and September. For complete details visit www.universitycity.org

West Philadelphia Music Reigns

From Will Smith to The Dead Milkmen to American Bandstand, West Philadelphia is known for its rich musical history. To this day, many of Philadelphia's finest artists and musicians call West Philadelphia home, including Dr. Dog's Scott McMicken, Stinking Lizaveta and the West Philadelphia Orchestra, to name just a few. To celebrate West Philadelphia's eclectic and exceptional music scene, UCD presents the West Philly Mix Tape download card featuring these artists and more. Stop by the UCD office at 3940 Chestnut Street (M-F, 8:30am-5pm) to get yours.



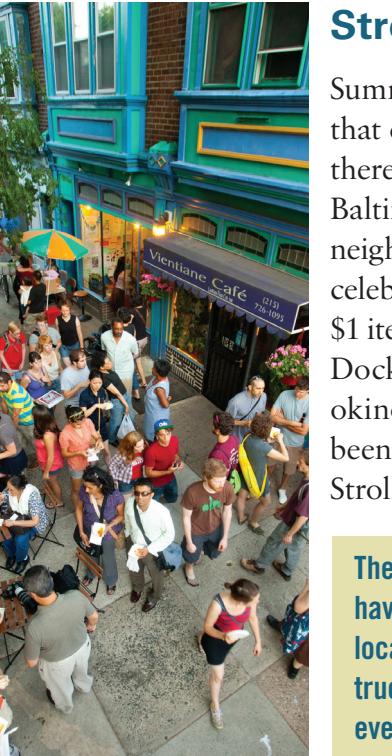
Thanks for joining us at the
2011 Night Market Philadelphia
in University City!

Farmers' Market



The Radian
3925 Walnut Street

Fridays
August 26 through
November
11am-3pm



The newsletter of University City District



Summer 2011

Strolling on Baltimore Avenue

Summers in University City are filled with the invigorating sights, sounds and smells that could only originate from one of Philadelphia's most eclectic neighborhoods. And there is no better way to experience that unique and representative diversity than at the Baltimore Avenue Dollar Stroll. Every first Thursday through September, thousands of neighbors and visitors descend along Baltimore Avenue between 42nd and 50th Street to celebrate this one-of-a-kind shopping and dining strip featuring \$1 bargains. The special \$1 items are as unique as the fifteen businesses offering them, including Milk & Honey, Dock Street Brewery and the new Mood Cafe. From \$1 Bassett's ice cream to \$1 mini okonomiyaki (Japanese crepes) to \$1 beers to \$1 theater tickets, these warm nights have been festive and fun and filled with camaraderie. The final Baltimore Avenue Dollar Stroll will be Thursday, September 1.

The Clark Park Farmers' Market, now open every Thursday until Thanksgiving from 3-7pm, will have its usual dazzling array of fresh fruits and vegetables, fresh bread and baked goods and local, nutritious food. Expect to see some cameo appearances from special vendors and food trucks that day to make your trip to the farmers' market a delicious stop during the Stroll and every Thursday this summer. The market is also open Saturdays from 3-7pm.



Outdoor Concerts Enliven University City

UCD, The Rotunda and the University of Pennsylvania have been presenting the expanded 40th Street Summer Series this summer. Every fourth Saturday June through September from 6-8pm, the Summer Series features free outdoor performances from exceptional internationally-renowned artists beginning with Philadelphia's own Sun Ra Arkestra (pictured here). All concerts are held on the beautiful green space just behind the Walnut Street Free Library at 40th and Walnut Streets. Check out the final performances on August 27 and September 24.



Saturday, August 27, 6pm
VIEUX FARKA TOURE + KYO DAIKO

Vieux Farka Touré is a Malian singer/guitarist and son of Grammy-winning Malian musician Ali Farka Touré, one of the uncontested trailblazers of African music. Vieux's critically-acclaimed music is a generational bridge connecting American and African blues music and culture. Vieux's 2011 album "The Secret" which "slays" according to *Rolling Stone Magazine* features guest appearances from Dave Matthews, Derek Trucks, John Scofield and the last collaboration between Vieux and his late father, Ali. Opening this evening's event will be a heart-pounding performance from Kyo Daiko, Philadelphia's only Japanese-style drumming crew.

Summer 2011

UNIVERSITY CITY CONNECTION

IN THIS ISSUE
• Strolling on Baltimore Avenue
• Philadelphia's First Parklets
• U.S. Postage
• Non-profit Org.
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Permit #5055

Annie Baum-Stein of Urban Apiaries shares honey samples from various West Philadelphia zip codes



Photo: Conrad Ebb

I could hear the music and a bit of the din of the crowd as I approached the corner of 38th and Market, but I couldn't possibly have imagined what I would see next. More than two thousand people had braved the summer heat to check out University City District's Night Market, bringing life to an empty lot. People continued to stream off the El as the skies grew darker, coming from all corners of Philadelphia to make University City their evening destination.

That scene has played itself out over and over again throughout the summer. UCD's Baltimore Avenue Stroll has succeeded beyond our wildest imagination in bringing people to the streets. Dining Days has once again attracted more than 20,000 patrons to University City's restaurants. And a new event, Sustainable Saturdays, takes neighbors and visitors alike on tours of West Philadelphia's burgeoning local food scene.

Although special services district organizations like UCD are in the business of shaping places, people are the real currency of our success. And we've seen people come from far and wide to be a part of what's happening here.

It's not just UCD's event programming that allows us to shape the connections that people have with University City. Major investments underway in very visible public spaces—like Station Square just south of 30th Street Station—and more modest investments in hidden ones—like planned "parklets" that extend the vibrancy of cafes and restaurants to the street—will give neighbors and visitors new places to congregate and converse.

And UCD has touched on the lives of people within and outside the neighborhood in other ways this year. A new program provides assistance and advice to property owners looking to rehabilitate long-vacant homes and fill them with new residents. Our West Philadelphia Skills Initiative has moved into full implementation phase, working with 55 kids from local high schools this summer to expose them to work and wrapping up a program with a laboratory at the University of Pennsylvania to help part-time workers from the neighborhood learn the skills and acquire the credentials they need for full-time employment.

All in all, it's been a summer that's made us proud. We look forward connecting to new people and shaping new spaces in the fall.

Sincerely,

Matt Bergheiser
matt@universitycity.org

Thanks to our Sponsors!

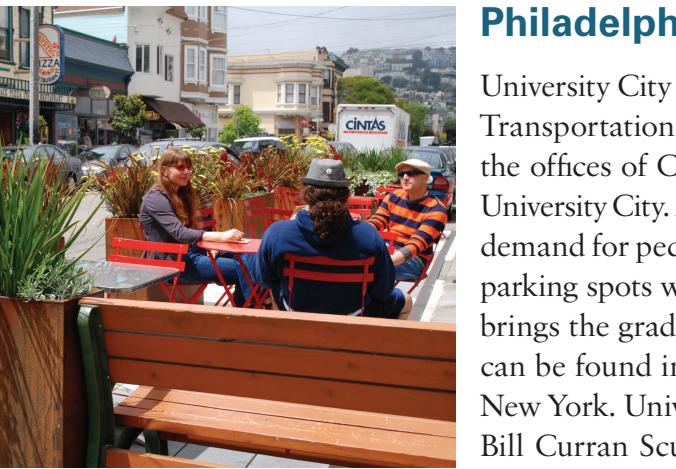
University City District relies on the generosity of valuable partners to provide cash and in-kind services so that we can get our message out to the widest audience possible. With limited funds to spend on advertising and promotions, these partnerships help ensure events like Sustainable Saturdays, Dining Days, the 40th Street Summer Series, Baltimore Avenue Dollar Stroll, The Radian Farmers' Market, and State of University City are known to both residents and visitors of the Philadelphia region and that they get the best attendance possible.

ABM Janitorial Services
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Philadelphia Convention and Visitors Bureau

Philadelphia Magazine
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UC Review
UCnet
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Where Magazine
WMGK (102.9)



This parklet in San Francisco is an example of what University City will emulate.

Philadelphia's First Parklet Appears

University City District has been working with the Mayor's Office of Transportation and Utilities (MOTU), the Streets Department, and the offices of Councilwoman Jannie L. Blackwell to pilot Parklets in University City. A Parklet is an innovative, temporary solution to unmet demand for pedestrian amenities that repurposes one or two existing parking spots with a durable and aesthetically-pleasing platform that brings the grade of the sidewalk out to the street. Similar structures can be found in many European cities as well as San Francisco and New York. University City District is working with a local fabricator, Bill Curran Sculpture Design Fabrication, and a local architecture firm, DIGSAU, to create Philadelphia's first Parklets. The 6 foot wide platform is attractively landscaped with planters, wire railings, and cafe tables and chairs. University City District's Parklet program is made possible by a generous grant from the William Penn Foundation.



University City District Welcomes Steve Walsh

UCD is pleased to announce Steve Walsh as UCD's Director of Community and Business Services. This new position oversees UCD's clean and safe operation, with additional responsibilities around community engagement and the development of solutions to long-standing problems in the public environment. Since 2002, Steve served as District Manager for Allied Barton Security Services for the University of Pennsylvania, overseeing 300 employees and an \$8 million account. He previously was District Manager for Southern New Jersey for Allied Barton, and was responsible for creating a new office and territory for the company. Originally from Southwest Philadelphia, Steve and his wife of 27 years, Maria, have two children—a son who recently graduated from Alvernia University and a daughter who is currently a senior at Millersville University.

UCD's Pioneering Workforce Program Gains Momentum

West Philadelphia high school graduates will be employed at Penn Medicine while pursuing college degrees and career opportunities. Neighborhood high school students are placed in paid summer internships and receive college and career preparedness training at University City's largest institutions. Underemployed West Philadelphia residents will become animal care technicians at Penn and medical assistants at Drexel's College of Medicine. West Philadelphia high school students are placed in after-school internships at University City small businesses such as Metropolitan Bakery and The Gold Standard Café. In just one year's time, these new opportunities have been created thanks to the West Philadelphia Skills Initiative (WPSI), a new workforce program designed by University City District. Since the organization's inception, UCD's success has been largely in the areas of physical improvement and economic vitality. With WPSI, UCD can now focus on the long-lasting socioeconomic impact on the neighborhood.

"UCD is a partnership of West Philadelphia's academic and medical institutions, business sector and neighborhood residents to make University City a better place. Our foundational focus is on the physical world—clean and safe streets, commercial vitality, world class public spaces—but with committed anchor employers at our table and with significant evidence of economic disconnection in our broader neighborhood, we saw an opportunity to create pipelines for West Philadelphia residents into jobs and careers at our universities and health systems. Our employer partners have real needs and an authentic commitment to this community."

—Matt Bergheiser, Executive Director

The West Philadelphia Skills Initiative is made possible by generous support from nine funders. More than \$300,000 in grants received from the Job Opportunity Investment Network and the Obama administration's Social Innovation Fund provide the operating capital for WPSI. Other grants include \$168,000 from The Pew Charitable Trusts, \$60,000 from United Way of Southeastern Pennsylvania, \$300,000 from the Local Initiatives Support Corporation, \$26,000 from the Fels Fund, \$50,000 from the Philadelphia Foundation, \$10,000 from the Claneil Foundation, and two separate grants from the Philadelphia Youth Network to support WPSI's Youth Employment Network, a 2011 grant totaling \$31,750 and a 2010 grant for \$30,250. These generous grants make it possible for WPSI staff and University City employers craft specific programs that fill specific needs for entry level workers.

A Diverse and Vibrant University City

If you've spent any time in University City, you know what an amazingly diverse place it is, truly a collage of cultures and nationalities. New data from the 2010 Census help to tell that story in a vivid way. To measure how diverse a place is, demographers often use something called a diversity index—basically, the likelihood that any two people, chosen at random, come from different ethnic backgrounds. Calculating and mapping that probability paints a picture of University City as one of the most diverse parts of the city, helping to make it the rich and vibrant neighborhood that it is.

